

Appn No. 09/575,132
 Amdt. Dated January 23, 2004
 Response to Office action of September 25, 2003

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Amendments to the Specification:

The paragraph beginning at Page 1, lines 14-33, to be amended as follows:

--Various methods, systems and apparatus relating to the present invention are disclosed in the following co-pending applications filed by the applicant or assignee of the present invention on 23 May 2000:

09/575,197 (NPA001US), 09/575,195 (NPA002US), NPA003US,
 09/575,159 (NPA004US), 09/575,132 (NPA005US), 09/575,123 (NPA006US),
 09/575,148 (NPA007US), 09/575,130 (NPA008US), 09/575,165 (NPA009US),
 09/575,153 (NPA010US), 09/575,118 (NPA012US), 09/575,131 (NPA016US),
 09/575,116 (NPA017US), 09/575,144 (NPA018US), 09/575,139 (NPA019US),
 09/575,186 (NPA020US), 09/575,185 (NPA021US), 09/575,191 (NPA030US),
 09/575,145 (NPA035US), 09/575,192 (NPA048US), 09/609,303 (NPA050US),
 09/610,095 (NPA051US), 09/609,596 (NPA052US), 09/575,181 (NPA075US),
 09/575,193 (NPB001US), 09/575,156 (NPB002US), 09/575,183 (NPK002US),
 09/575,160 (NPK003US), 09/575,150 (NPK004US), 09/575,169 (NPK005US),
 (NPK007US), 09/575,184 (NPM001US), 6,502,614 (NPM002US),
 09/575,180 (NPM003US), 09/575,149 (NPM004US), 6,549,935 (NPN001US),
 (NPN002US), (NPN003US), 09/575,187 (NPP001US),
 (NPP002US), 09/575,155 (NPP003US), 6,591,884 (NPP005US),
 6,439,706 (NPP006US), 09/575,196 (NPP007US), 09/575,198 (NPP008US),
 09/575,178 (NPP016US), 6,428,155 (NPP017US), 09/575,146 (NPP018US),
 09/608,920 (NPP019US), 09/575,174 (NPS001US), 09/575,163 (NPS003US),
 09/575,168 (NPS020US), 09/575,154 (NPT001US), 09/575,129 (NPT002US),
 09/575,124 (NPT003US), 09/575,188 (NPT004US), 09/575,189 (NPX001US),
 09/575,162 (NPX003US), 09/575,172 (NPX008US), 09/575,170 (NPX011US),
 09/575,171 (NPX014US), 09/575,161 (NPX016US), (NPX020US),
 10/291,716 (NPX022US), 6,428,133 (UJ52US), 6,527,365 (UJ52US),
 6,315,399 (MJ10US), 6,338,548 (MJ11US), 6,540,319 (MJ12US),
 6,328,431 (MJ13US), 6,328,425 (MJ14US), 09/575,127 (MJ15US),
 6,383,833 (MJ34US), 6,464,332 (MJ47US), MJ52US,
 6,390,591 (MJ58US), 09/575,152 (MJ62US), 6,328,417 (MJ63US),
 6,409,323 (PAK04US), 6,281,912 (PAK05US), 6,604,810 (PAK06US),
 09/575,112 (PAK07US), 6,488,422 (PAK08US), 09/575,108 (PEC01US),

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(PEC02US)09/575,109.

A1
cont'd

The disclosures of these co-pending applications are incorporated herein by reference.--

The paragraph beginning at Page 2, lines 24-29 through to Page 3, line 1, to be amended as follows:

A2

--In accordance with the invention, there is provided a method for providing targeted content in a document, including:

providing a user with a printed document, formatted according to stored user preferences to include information with content targeted to demographics of the user, the document having at least one user interactive element which enables the user to indicate a request for further information relating to the content by interacting with the element using a sensing device which is adapted to transmit data indicating the request to a computer system.--

The paragraph beginning at Page 3, lines 2-4, to be amended as follows:

A3

--Preferably, the method further includes sending the further information to the user upon receipt of the data in the computer system. [~~Preferably, the document is formatted according to user preferences.~~]

The paragraph beginning at Page 3, lines 21-23, to be amended as follows:

A4

--The method may further include printing the document[~~information~~] on a surface of a surface-defining structure and, at the same time, printing the coded data on the surface, with the coded data preferably being substantially invisible in the visible spectrum--

The paragraph beginning at Page 3, line 30, through to Page 4, lines 1-12, to be amended as follows:

A5

--In another aspect, there is provided system for providing targeted content in a document, including:

a computer system of a publication server adapted to format information in accordance with stored user preferences for generation of a printed document, the information including content targeted to demographics of the user;

a printer for receiving the information from the publication server and printing the document with at least one interactive element to enable a user to indicate a request for further information related to the content; and

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A5 a sensing device used to indicate the request and adapted to transmit request data to the computer system.

The publication server is preferably adapted to include at least a portion of the content as advertising material and the advertising material is preferably included with reference to user content preferences.--
